

Bowling Green State University
ScholarWorks@BGSU

Honors Projects

Honors College

Spring 4-29-2018

Digitally Curating Undergraduate Editors' Voices with The FUSE Box

Alexandra Butler
akbutle@bgsu.edu

Follow this and additional works at: <https://scholarworks.bgsu.edu/honorsprojects>



Part of the [Business Commons](#), and the [Creative Writing Commons](#)

Repository Citation

Butler, Alexandra, "Digitally Curating Undergraduate Editors' Voices with The FUSE Box" (2018). *Honors Projects*. 364.

<https://scholarworks.bgsu.edu/honorsprojects/364>

This work is brought to you for free and open access by the Honors College at ScholarWorks@BGSU. It has been accepted for inclusion in Honors Projects by an authorized administrator of ScholarWorks@BGSU.

Digitally Curating Undergraduate Editors' Voices with *The FUSE Box*

ALEXANDRA BUTLER

HONORS PROJECT

Submitted to the Honors College
at Bowling Green State University in partial fulfillment of the
requirements for graduation with

UNIVERSITY HONORS

May 5th, 2018

Abigail Cloud, Advisor
Department of English

Dr. Fei L. Weisstein, Advisor
Department of Marketing

Abstract

The Forum for Undergraduate Student Editors (FUSE) is a national organization focused on creating a community of undergraduate editors, with institutional membership spanning from SUNY Geneseo in New York to UCLA in California. Every year, FUSE hosts an annual conference at one of the institutional member locations, and in the spring, the organization holds a caucus at the American Writers and Writing Programs (AWP) Conference. Through the rest of the year, FUSE has used their website and Facebook to keep in touch with the members. However, FUSE was not using this digital platform to their advantage, nor were they building a deliberate brand with their online efforts. Because of this, institutional membership gain was only through the AWP Caucus or through word-of-mouth; additionally, FUSE was not offering enough benefits to make up for its \$150 annual membership fee. This Honors Project worked to alleviate the problems of branding, membership, and online engagement.

The first part of this Honors Project involved the creation of *The FUSE Box*, an online literary journal/marketing tool that showcases creative works from current FUSE members as well as other components used to market the annual FUSE Conference and therefore the organization as a whole. The second part of this Honors Project is the Branding and Digital Marketing Plan for the 2017 – 2018 FUSE Executive Board. This marketing plan both outlines the digital marketing strategy and gives insight into the marketing and branding process, as the current Executive Board stressed their desire to learn more about these processes. Both *The FUSE Box* and the marketing plan will hopefully work together to create a stronger national organization that keeps their members involved beyond an annual conference.

Part I: *The FUSE Box*

The FUSE Box is an online literary journal/marketing tool, created using the free and open-sourced content management system, Wix. The journal exists at <http://www.fuse-national-journal.com> as well as on the FUSE website at <http://www.fuse-national.com/the-fuse-box/>. The first issue was created after the 2017 Forum for Undergraduate Student Editor (FUSE) Conference and was based around the conference's theme of "Representation and Resistance." While the main focus of the journal is on the creative works from those who attended the conference, *The FUSE Box* also contains reflections from conference participants and other components that, together, create a comprehensive overview of what FUSE offers its institutional members. I built this literary journal with the goal that it would allow undergraduate editor members' voices to be heard and recognized while also promoting FUSE to prospective members.

Prior to the 2017 FUSE Conference, I pitched my idea of *The FUSE Box* to Amy Persichetti, the executive director of FUSE at the time. Together, we created a flyer of what I hoped conference participants would submit to the journal (creative works and reflections), and the flyer was distributed at the beginning of the conference. Through various workshops, I reminded participants that they could submit their writing to *The FUSE Box* to be examples of "Representation and Resistance" in the undergraduate editing community. I then presented my draft of the journal at the end of the conference and discussed how the journal could be managed into the future. Unfortunately, I only received four creative work submissions from members, but using the other sections of *The FUSE Box*, I created a substantial journal that can be developed further by future FUSE members and FUSE conferences.

The FUSE Box is divided into the following pages:

- A **homepage** with a quote relevant to and photos from the conference
- A **creative works** page with a gallery of all creative works from the conference
- A **reflections** page with a gallery of write-ups and reflections from conference presenters and participants
- A **guest speaker** page with a biography of the conference's guest speaker and an overview of what the speaker contributed to that conference's theme
- An **about page** that contains the following sub-pages
 - A **letter from the editor**
 - An **overview of the organization**
 - An **archive of the past and upcoming conferences**, each with a description of the conference's theme and proceedings
 - A **list of the presentations** from each conference, offering the name of the presentation, the presenters, and the institutional affiliation with those presenters

Part II of this Honors Project will detail how FUSE can use *The FUSE Box* and the rest of its digital marketing potential to reach the organization's goals.

Excerpt

The FUSE Box, 2017 Issue: Letter from the Editor

Dear reader,

Welcome to the publication of the Forum for Undergraduate Student Editors, The FUSE Box. We don't mean to brag, but we think it's a pretty creative title, no? This publication aims to model how disparate voices and experiences can be encouraged and captured by literary magazines.

On this site, you will find creative works and reflections of undergraduate editors, with each issue embodying the theme of that year's conference. For the 2017 issue, all content is working towards the goal of representation and resistance within our respective publications and the literary community as a whole. We hope that these pieces inspire you to explore marginalized voices and various means of challenging the damaging ideologies that exist in today's society.

In 2017, we had the honor of having Martín Espada as our guest speaker. Our first night, he treated us to a poetry reading, and come the next morning, he was running a masterclass on satirical, political poetry. While the focus of FUSE is to create a community of undergraduate editors, we editors never mind having an award-winning poet joining our group.

I feel very lucky to be creating the pilot issue of *The FUSE Box* for my honors project at Bowling Green State University. FUSE has helped shape me as a literary community member during my undergraduate experience, and *The FUSE Box* is my final hurrah, the gift my poor-college-student self can give back to this organization. I hope your time with this publication finds you well and that, if you or someone you know is an undergraduate editor looking to make the most out of their four or so years of higher education, you may consider joining the Forum for Undergraduate Student Editors.

So please, stay a while and soak in the energy of young writers and editors working to define themselves within today's hectic, polarizing climate. And if you take away one thing, let it be these wise words of Mr. Espada: "Never pretend / to be a unicorn / by sticking a plunger on your head."

Thank you,

Ally Butler, Editor, Bowling Green State University '18

Part II: Branding and Digital Marketing Plan

Following the creation of *The FUSE Box*, I remained in contact with FUSE's Vice Presidents of Membership to understand the needs of the organization and where the Vice Presidents saw FUSE heading. This correspondence took place over email/direct message until the 2018 American Writers and Writing Programs (AWP) Conference in Tampa, Florida. During this conference, I met with the Vice Presidents and outlined the new mission for FUSE, what brand position they may want to pursue, and what goals they wanted to achieve within the next year. The Vice Presidents and I then sat on the panel of the AWP Caucus and ran a discussion with the caucus participants (undergraduate editors) on what they want out of a "Forum for Undergraduate Student Editors." Using my time at AWP, in conjunction with my semester-long correspondence with the Vice Presidents and personal experiences with FUSE, I developed a marketing plan that reviews where FUSE is, where FUSE wants to go, and the how the Vice Presidents can accomplish their marketing objectives.

Branding and Digital Marketing Plan



Spring 2018

This marketing plan was created as part of Alexandra Butler's Honors Project at Bowling Green State University, completed Spring 2018. Ideas for this plan were taken from Dr. Fei Weisstein's Social Media Marketing course; Dr. Doug Ewing's Consumer Behavior and Branding courses; a personal interview with Shayna Misko, CEO of Radical Reach; and discussions with the 2018-2019 FUSE Executive Board.

This plan will exist in BGSU's Honors Project archives, which can be accessed here:

<https://scholarworks.bgsu.edu/honorsprojects/index.2.html>

Table of Contents

So What Needs To Change?

EXECUTIVE SUMMARY	1
ABOUT FUSE	3
HISTORY	3
MISSION STATEMENT	3
VISION.....	3
GOALS	3
TARGET AUDIENCE.....	4
CURRENT DIGITAL MARKETING	6
ONLINE ACTIVITY	6
Social Media	6
Website	7
The FUSE Box	8
OBJECTIVES.....	10
S.M.A.R.T. GOALS.....	10
MARKETING OBJECTIVES	11
So What Should You Know?	
DIGITAL MARKETING PROCESS	14
THE DIGITAL MARKETING CYCLE	14
BRANDING	17
THE POSITION.....	17
THE PROMISE	19
THE PERSONALITY	20
THE FUSE BRAND	21
PILLARS.....	22
PROFESSIONAL DEVELOPMENT	22
DIVERISTY AND REPRESENTATION.....	22
EDITORIAL COMMUNITY	22

So How Do You Do It?

THE ART MUSEUM ANALOGY24

WEBSITE25

DESIGN..... 25

REVIEWS 25

INTERVIEWS 26

BLOG 26

Takeover 27

Alumni Success Stories..... 28

THE FUSE BOX29

DESIGN..... 29

CONTENT 29

Managing Submissions..... 30

MARKETING..... 30

SOCIAL MEDIA31

FOLLOWING/GETTING FOLLOWERS 31

POSTS..... 31

Posting Schedule..... 32

Posting Tips..... 32

Engagement 32

PRIVATE FACEBOOK GROUP..... 33

Gaining Members..... 33

Managing Private Group 33

FINAL NOTE34

So What More Could You Need? The Appendices

Appendix A: POST RESOURCES36

POST VISUALS 36

POST CONTENT..... 36

Appendix B: SEO TITLES37

Appendix C: EXAMPLE POSTING SCHEDULE38

Appendix D: CANVA POSTS39



EXECUTIVE SUMMARY

The Forum for Undergraduate Student Editors (FUSE) is a national organization for undergraduate editors. Its mission is “to foster visionary magazine work and to support undergraduates who are eager to pursue careers in writing, publishing, and editing.” Unfortunately, this mission is currently only effectively achieved at the annual FUSE Conference and at campus-specific FUSE chapters. With only 197 Facebook followers and a website without regular upkeep, the organization is missing numerous opportunities to engage with the undergraduate editor community on the digital landscape. Without a large digital presence, FUSE cannot give value to its members throughout the year or properly entice future members and their funding institutions. This has caused FUSE’s membership to grow slowly and for FUSE to lose sight of a particular brand it wants to display.

This marketing plan will work to take the current FUSE executive board’s broader ideas and goals and tailor them to specific SMART goals that can be achieved through the digital marketing process. It is divided into four sections: (I) The current state of FUSE and what needs to change, (II) A laid-out foundation of marketing and branding specifically geared towards FUSE, (III) Recommendations on how to use FUSE’s digital presence to rebrand the organization and meet its desired goals, and (IV) Examples and resources for successful digital marketing. After a year of implementing this process, FUSE will hopefully have a new, professional brand image, increased membership, and a strong editing community.

I. So What Needs to Change?

ABOUT FUSE

HISTORY

In the fall of 2002, students and faculty at the Writers Institute of Susquehanna University began working on a plan to establish a community for undergraduate editors nationwide. They travelled to the AWP conference in Baltimore in 2003 and held a caucus on undergraduate editing and publishing. Many attendees showed interest in the proposed organization, and so the Forum for Undergraduate Student Editors, to be known as FUSE, was born.

FUSE has held a caucus at AWP every year since 2003, with the exception of 2011, when the caucus was hosted off-site at American University. Additionally, it has held annual conferences at FUSE institutions, with the most recent one being held at Cabrini University in November 2017. These conferences focus on a specific issue within undergraduate editing and use master classes, workshops, and readings to help foster the editing community.

MISSION STATEMENT

To foster visionary magazine work and to support undergraduates who are eager to pursue careers in writing, publishing, and editing.

VISION

To build a national network of undergraduate editors of various backgrounds focused on diversity and continuous professional development.

GOALS

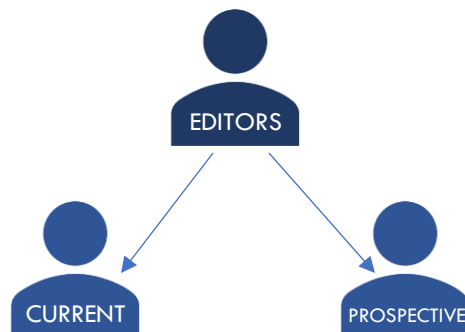
The current goals of FUSE are to (1) rebrand as an organization with a focus on professionalism, (2) increase membership, and (3) build an editorial community.

After completing an analysis of the current state of FUSE, these goals will be restated as more tangible SMART goals with corresponding objectives for digital marketing.

TARGET AUDIENCE

A **target audience** is a group(s) that an organization focuses their marketing and branding efforts on in order to progress its mission, vision, and goals. These groups often include current customers, prospective customers, and influencers of the current/prospective customers. While FUSE does not have “customers,” per se, they still have members who consume their memberships and the perks that come along with those. It may feel unsavory to think of the beloved editors and their institutions are consumers for FUSE’s gain, but you know, that’s marketing.

FUSE’s target audience consists of multiple facets of the undergraduate editing community. The **primary audience** is the undergraduate editors themselves. They will be the ones engaging in FUSE as individual members. As you will see through this plan, the primary audience of undergraduate editors is divided into **two sub-primary audiences**: prospective members and current members. Prospective members fulfil the vision of “building a network” and are needed to help FUSE grow as a national organization. Current members are already loyal to FUSE, but that loyalty may wain if the membership does not meet their needs and wants.



The **secondary audience** will be the editing organizations/advisors of prospective members. For example, while the editors of *Prairie Margins* will be the primary audience, *Prairie Margins* the organization, along with its advisor, will be the secondary audience. This is because while the individual editors will be directly interacting with FUSE, they will be members through their broader organization. As well, individual editors may not seek out opportunities in the undergraduate editing world, but if FUSE can grab the attention of the organization overall, then the individual members may be more enticed to join as a group.

The **tertiary audience** will be the institutions (universities) from which current/prospective editing organizations exist. In FUSE, “Institutional Members” are represented through their university rather than their organization. Additionally, the institutions are often the ones supplying the money to have a FUSE membership, so it’s important to flatter the hand that feeds.

Based on the discussion above, here are the target audience for FUSE:

1. **Primary:** Undergraduate Editors
 - a. Current Members
 - b. Prospective Members
2. **Secondary:** Organizations/Advisors of Prospective Members
3. **Tertiary:** Institutions for Prospective/Current Members

All marketing efforts should focus on at least one of these target audiences based on the platform and content used. One marketing effort will not appeal to all audiences, as an “all-appealing” approach will become so generic that it appeals to no one. Therefore, during all steps in the marketing process, you should consider how an action will appeal to and persuade one or more of the target audiences.

CURRENT DIGITAL MARKETING

ONLINE ACTIVITY

To know where FUSE needs to go, it's important to know where it currently stands. This section will review the online presence of FUSE and how it relates to its mission, vision, goals, and/or target audience.

Social Media

Currently, FUSE only have one social media platform: Facebook. **This Facebook was launched in February 2011 and, as of April 2018, has 198 likes and 197 followers.** When an analysis was completed in November of 2017, FUSE had 193 likes and 192 followers. Therefore, over roughly four months, the organization has only gained an average of a follower a month.

As seen in the Facebook Content Analysis below, FUSE is not putting much effort into gaining new followers. Since the beginning of 2018 until April 2, 2018, there have only been three Facebook posts. One post announced an AWP gathering, one was simply an updated cover photo, and one announced the opening Call for Submissions for the 2018 Fuse Conference. While these posts pertain to the primary audience of current members, **it's important to note that they do not add anything to the online platform of FUSE beyond sharing information, nor do the posts attract the other primary audience of prospective members.**

Compare categories	Total likes	Shares	Comments	Views
Image non-promotional with link				
Image promotional with link				
Image promotional with no link				
Fri, March 7, 7:06 pm	2	0	0	-
Blog post promotional with link				
Mon, April 2, 11:48 pm	0	0	0	-
Blog post non-promotional				
Sun, March 4, 3:00 pm	4	0	0	-
Promotional video				
Shared post				

Table 1. Facebook Content Analysis, 01/01/18 – 4/02/18

Main Focus: Increase the frequency of posting content that is relevant and engaging to the target audience(s).

Website

At the time of writing this plan, the FUSE website is moving from a Wordpress to Wix platform and will be renovating itself based on the new brand image for FUSE. Therefore, this plan will assess the current website to offer insight on what should be changed during this renovation.

The FUSE website is found at fuse-national.com. The homepage offers a bulleted list of information on what the website contains: directory of journals, review of undergraduate journals, interviews with professional editors, information about upcoming conferences, and *The FUSE Box*. Below this list is a note on the upcoming conference. **While this homepage does a good job of clearly laying out what is available on the website, the page is simply HTML text, which does not offer a cue into the brand of the organization or any other images to drawn in a visitor.**



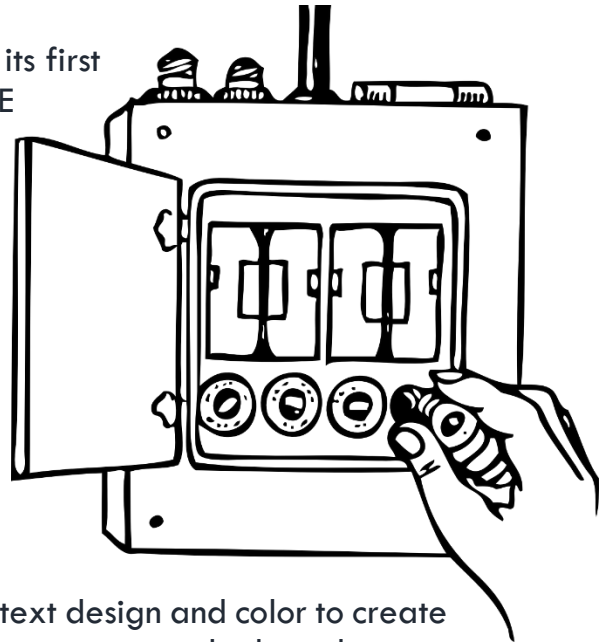
Beyond image thumbnails for **Reviews** and **Interviews**, all other pages have the problem of only containing un-stylized HTML text. In addition, the Reviews page was last updated on March 10, 2016 (not listed in chronological order), and the Interviews page was seemingly updated in 2015, though the thumbnail organization and difference in label names makes this confusing.

The **Directory** and ***The FUSE Box*** pages do a good job of connecting the website to other platforms owned by members and the organization, respectively. However, like all other pages, they do not do anything to stylize the content or add other non-text components to showcase the brand message of FUSE. It seems that while the content of the website is not too far off from what the target audiences would want to know, the design of the website does not tailor the image of FUSE into the brand position it may desire.

Main Focus: Add other visual elements and refine design so that it creates a clear image of the new FUSE brand.

The FUSE Box

The FUSE Box is a new addition to FUSE, with its first issue being created after the 2017 FUSE Conference. It is found at fuse-national-journal.com. This online journal, created on Wix, contains pictures from the conference, creative work from FUSE members, reflections, a profile on the guest speaker, information on the Conference's presentations, and a Letter from the Editor. All of these components are geared towards showcasing what FUSE is for prospective members; it offers a mini-overview of the conference and its benefits.



While the 2017 issue of the journal uses more text design and color to create a cohesive feeling, this feeling does not seem to represent the brand or even the idea of “Representation and Resistance” (the theme of the 2017 Conference). The Creative Works and Reflections relate to the theme, but there are only four creative works, and three of those works are by the same author.

Main Focus: With each issue, create a visual feel that embodies both the theme of the conference as well as the organization; additionally, gather more Creative Works to represent a wider array of FUSE voices and serve its purpose as a literary journal/marketing tool.

SWOT ANALYSIS

A **SWOT Analysis** is a tool that businesses use to understand how their organization compares to others in its domain and how it can use its internal capabilities and external position to better itself. Once FUSE knows its internal strengths and weaknesses and its external opportunities and threats, it can refine its goals to ones that can realistically help the organization succeed.

Strengths <ul style="list-style-type: none">• Team of national members• Established for 15 years• Has existing digital platforms• Offers online and in-person opportunities	Weakness <ul style="list-style-type: none">• Team does not evenly span country• Online presence only reflects past five years• Existing platforms are not consistently updated/are not geared towards target audiences• Online opportunities only contain offer one-way interaction
Opportunities <ul style="list-style-type: none">• Majority of undergraduate editors and their organizations have some form of social media presence• The internet allows for digital platforms to connect and promote each other• Social media is built for two-way interaction• FUSE possess a database of many journals	Threats <ul style="list-style-type: none">• Significantly more institutions with undergraduate publications belong to AWP than FUSE• AWP has more digital platforms with stronger two-way communication• Prospective members may not have the funds to join FUSE• Facebook algorithms make it difficult for organization pages to show up on timelines

OBJECTIVES

S.M.A.R.T. GOALS

When creating goals for an organization, we want to make sure there is a certain plan and direction. To do this, we often use **“SMART” goals**. SMART stands for “Specific,” “Measurable,” “Attainable,” “Realistic,” and “Time-bound.” Considering all these factors will help us see whether a goal is best for FUSE and how exactly that goal can be achieved.

The figure below discusses what each component of the “SMART” goal is in more detail. As you can see, a goal needs to be clearly defined in terms of what needs to be achieved and when it needs to be achieved by. Additionally, it needs to be realistic, which is important given that this is FUSE’s first major marketing plan. Finally, the goal needs to be “measurable.” Therefore, even with goals like “rebrand the organization,” you will need to find some means of quantitative evidence to prove the goal of rebranding has been met.



Figure 1. SMART Goals¹

¹ Davies, Rob. “OKRS vs. SMART Goals.” *Perdoos*, 29 Jan 2018, <https://www.perdoos.com/blog/okr-vs-smart-goals/>.

MARKETING OBJECTIVES

Based on the components of FUSE discussed above, the initial goals can now be developed into SMART goals with the target audiences, the current platforms, and the SWOT analysis in mind.

For all of the following SMART goals, **the Time-bound component will be one year from May 2018**, giving the Vice Presidents of Membership and executive board time to go through the full digital marketing process (see “So What Should You Know?: Digital Marketing Process”) before refining the marketing strategy.

1. Rebrand as an organization with a focus on professionalism.

Looking at the current FUSE activity, the platform with the most promise for rebranding is social media, but with effective digital marketing, all online platforms should play a role within social media rebranding. The means of doing this will be discussed platform-by-platform in the third section of this plan.

Therefore, for this goal, we will want to focus on the main action that will help display the new brand position to the target audience.

Target audience: primary (prospective and current), secondary, and tertiary

SMART goal: Update all digital platforms with multi-platform promoted, brand-focused content at least once a week in order to solidify visual and positional cues of new brand.

2. Increase membership.

As seen in the SWOT Analysis, FUSE does not use their online platform to engage in much two-way interaction. Interaction and personalization is key to getting online consumers engaged. Additionally, when memberships have a fee, that fee needs to amount to something of equal value. Currently, a FUSE membership allows two members to attend the annual conference, but it does not offer any additional perks during the rest of the year.

Therefore, for this goal, we will want to further entice the primary target audience of prospective members and the tertiary target audiences to fund the membership.

Target audience: primary (prospective), tertiary

SMART goal: Interact with prospective members at least three times a week on both social media and the FUSE website in order to gain ten new institutional members by Summer 2019.

3. Build an editorial community.

It's first and foremost important to clear up the difference between this goal and the prior one. With "increasing membership," the actions should be geared towards prospective members, while this goal should better the current members' position in FUSE's community. While editorial communities are built during FUSE Conferences, this goal needs to focus on how to sustain that community through digital interaction and marketing.

Target audience: primary (current), secondary

SMART goal: Promote FUSE website and *The FUSE Box* as part of the Facebook posting schedule in order to maintain digital interaction of at least three comments a week. Additionally, post on the private Facebook group at least once a week to maintain discourse in current member community.

II. So What Should You Know?

DIGITAL MARKETING PROCESS

Both unfortunately and fortunately, digital marketing is not simply posting content that feels right. Rather, it is a continuous cycle of planning, implementing, and analyzing. The purpose of marketing is to meet the goals of an organization, so everything done should be used to forward or refine FUSE's goals. If something isn't working, it should be **tweaked, tried, and tested again**.



Figure 2. The Digital Marketing Process²

THE DIGITAL MARKETING CYCLE

1. **Probe:** Figure out what is happening in the great, wide digital marketing world. Where is your target audience flocking? What are organizations like FUSE doing? What are your target audience's interests? This part of the digital marketing cycle involves analyzing consumer behavior and trying to understand your target audience's needs/problems and how FUSE can alleviate them. This can be accomplished by going through a SWOT Analysis similar to one in the "Current Digital Marketing" section. Note that a SWOT Analysis does not have to focus on the whole organization but can instead focus on the particular platform/pillar your marketing is focusing on at any point in time.
2. **Strategize:** Go beyond just consideration to full brainstorming. Once the needs of the target audience have been established, it is time to come up with a strategy for meeting those needs. What platform will you use to meet these needs? What does the platform offer? What can FUSE do or create on this platform? How often

² "Digital Marketing Process." *A/MS*, All India Media Solutions, 2018, <https://www.allindiamediasolutions.com/digital-marketing/>

should they do this? How should they do this? These are all questions to be asked in the strategize stage. At this point, you should know what you are going to do with a strong idea of how you are going to do it.

3. **Build:** Now that you have a strategy, it is time to begin executing the plan. “Build” generally refers to building actual content, such as social media posts or website content. However, based on the strategy, this could also be building an aggregation of potential followers on social media or something else that is more of an action than a creation.
4. **Optimize:** As an editor, you are familiar with the notion of “Shitty First Drafts.” Well, the same applies to digital marketing. After you build your content/plan for action, you should run it against FUSE’s mission, vision, goals, pillars, and specific marketing strategy to make sure it fits within all aspects of the organization’s brand. Make changes as necessary, even if this means going back to Step 1. Additionally, “optimizing” can refer to acts such as **search engine optimization (SEO)**. SEO is the act of using keywords for a domain/target audience that will make your post more visible (see Appendix B). For websites, SEO entails using words in titles and tags in blog posts that are popular for the content and domain that it exists in. For social media, SEO entails using hashtags used by the target audience and similar organizations.
5. **Publish:** Put your hard work out there for the world! For social media, “publishing” is simply posting, updating, and/or completing the actions discussed in Steps 2 and 3. Take a breather at this point. You’ve worked hard.
6. **Promote:** Okay, time to stop the breather and get back to work. Throwing a post out into the ether will grab the attention of loyal followers, but to branch out any bigger than that, you will need to actively get the word out there. For FUSE, one of the main ways to do this is to have members share FUSE posts on their personal social media pages. This will expand the audience of the post far beyond current FUSE followers and help gain further intrigue. Additionally, digital content should be **cross-promoted**. Cross-promoting is simply the act of sharing content on multiple platforms. For example, if the website is updated with a Review, that Review should be shared and linked to on FUSE’s social media platforms.
7. **Track:** The most tedious and least creative aspect of digital marketing is probably the tracking stage. Since the digital sphere is constantly being saturated with information, you should be tracking the marketing content’s behavior within a week of when it was published. Here, you are assessing how people have interacted with Steps 5 and 6. You should look at things such as likes, comments, views, and clicks (what you will assess will be based on the platform). Like in Step 1, this will



entail an understanding of consumer behavior. What does it mean if a good amount of people clicked on the website but not on the specific blog post? What can we do knowing 20% of the people who liked our last post are not currently following our Facebook page? Since analytics can't give marketing advice, you have to do some thinking to figure out what the raw data means for FUSE.

8. **Refine:** This step is a direct response to Step 7. How does the analysis compare to the goal of the marketing strategy and FUSE as a whole? What went well? What didn't? Based on this information, you may continue to use the strategy with a bit of refinement, or you may find you need to create a new strategy. Regardless of if you run with what's working or if you start from scratch, you will need to go back through the cycle to make sure what you're doing is always furthering the mission, vision, and/or goals of FUSE.

Tweak. Try. Test. Repeat.

BRANDING

Branding is a relatively new branch of marketing. It focuses on how companies and organizations position themselves by using visual and verbal cues to help the target audience understand what the company or organization can offer them. This sounds pretty vague, right? Well, that's because the marketing industry still really hasn't agreed to what, at a very specific level, branding means.

Aspects of branding include public relations, graphic design, advertising, and many, many other factors of a business, which, for this point in FUSE's marketing career, can be dabbled in but don't necessarily need thorough discussion. **For the sake of this marketing plan, a brand will be broken into three components: (1) the position, (2) the promise, and (3) the personality.** The other aspects mentioned will come into play, but this should be done at the discretion of the executive board and their interpretation of the proposed brand.

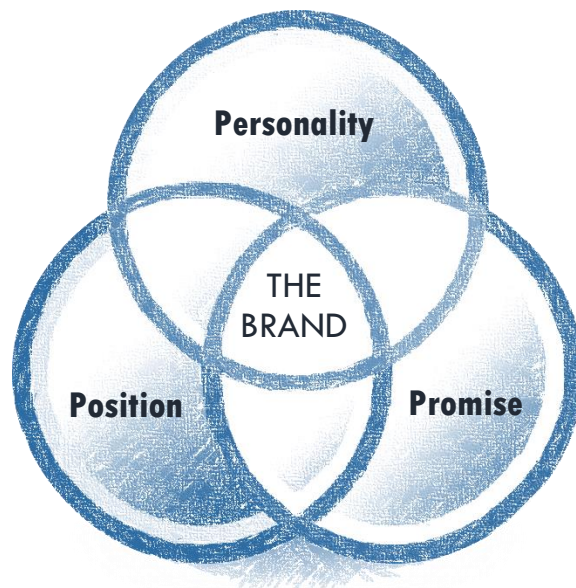


Figure 3. The Three “P”s of Branding

THE POSITION

The brand position is the underlying principle and motivation for how the organization operates. The position exists so that a brand stands out and has a clear reason for existing. When someone of the target audience looks at FUSE, they should be able to see beyond it being a “Forum for Undergraduate Student Editors.” What does it mean for FUSE to be a “forum”? Why does it exist for undergraduate editors?

According to Hinge, a marketing firm geared towards research-based branding, **a brand position needs to accomplish the following:**

1. Be different
2. Be focused
3. Be relevant³

The first point, “be different,” is crucial for an organization who exists online for most of the time. The internet is saturated with online organizations with monetary membership, so FUSE needs to use **differentiation** (using cues to show how one is unique and set apart from the rest) to show why their target audiences should join their organization and not others, especially ones that do not cost anything to gain access. **Some examples of using differentiation are to project a sense of personality, offer a unique business model, offer a truly unique service, and/or be the first or only organization to do something.**⁴

The second two points, “be focused” and “be relevant,” makes sure FUSE’s position fits precisely in the target audience(s)’s domain. With being focused, FUSE needs to be clear on what it offers. Yes, FUSE helps undergraduate editors, but how exactly? **Some examples of building focus are to specialize in the service offered and to concentrate on playing a certain role in the target audience’s life.**⁵ Being relevant should not be difficult, as all members of the FUSE executive board are members of the undergraduate editor niche. As a member of this niche, consider: What are the services you want? What kind of information is relevant to your place in life?

Here is an example what it means for a brand to be “different, focused, and relevant.” One brand position that I am fond of is Spirit Airlines. Spirit is known for being bare-bones and lacking the luxury and benefits of other airlines. So how is it successful? Well, Spirit knew its target audience wasn’t the same as Air France or Delta. Rather, its target audience is business or young travelers, often only flying for a few days without much to bring with them. Therefore, Spirit positioned themselves as the cost-efficient, transparent choice for easy air travel: “Less Money, More Go.”



For Spirit’s market, this position is just what they need. Many airlines focus on class, luxury, and comfort, so by being clear that there are no frills, Spirit is **differentiating** itself within the air travel market. It is **focused** because instead of just being an “airline,” it is a certain type of airline that offers a particular, simplistic service. Finally, it is **relevant** because their target audience does not want to be burdened

³ Frederiksen, Lee, “Elements of a Successful Brand 1: Brand Positioning.” *Hinge*, 20 Feb 2017, <https://hingemarketing.com/blog/story/elements-of-a-successful-brand-1-brand-positioning>

⁴ Ibid.

⁵ Ibid.

with all the extra fees that come with more luxurious air travel. Rather, Spirit's position assures them that the extra fees are there if need be, but a basic ticket will only cost as much as is necessary.

THE PROMISE

The **brand promise** is what the organization will offer the target audience. This the core benefit someone will receive as a member of FUSE. While this marketing plan aims of develop a variety of digital components for FUSE, there needs to be, at its very essence, a reason someone would choose to become a member. The promise should be an answer to a need/problem. What need/problem does one or more the target audiences have, and what can FUSE offer to solve that? **A brand promise must have the following components:**

1. Offer compelling benefit
2. Be authentic and credible
3. Be kept every time⁶

An example of a strong brand promise is Geico insurance. Their brand promise, which I'm sure you know, is "15 minutes could save you 15% on car insurance." The target audience for Geico is someone busy and in need of saving money. Therefore, this promise fulfills a need/problem. The fact that the target audience can save so much money by only offering so little of their time is compelling. We see that by giving valid statistics, this promise is authentic and credible. Finally, by holding up this promise with all its service, this promise is kept every time.

"15 minutes could save you 15% on car insurance"

Obviously, FUSE is not an insurance company, but it should use Geico as a reference when creating a promise that perfectly aligns with the needs of the target audience(s).

Note: FUSE may find that one promise does not appeal to all target audiences. It is okay if that promise needs to be refined for the different markets, but the main promise should try to appeal to the primary market of current and prospective undergraduate editor members.

⁶ Frederiksen, Lee. "Elements of a Successful Brand 4: Brand Promise." *Hinge*, 11 Dec 2017, <https://hingemarketing.com/blog/story/elements-of-a-successful-brand-4-brand-promise1>.

The final point to understand with a brand promise is how it brings about brand equity. **Brand equity** is the comforting feeling a consumer has when the effort they put into an organization is either equal to or exceeds the benefits they receive from the organization. In the Geico example, the 15-minute initial effort, plus the other costs and commitments it takes to be a Geico insurance holder, will be worth the 15% the member will save on their insurance. Therefore, when building FUSE's promise, consider: How much effort does a FUSE member need to put in? What can you offer that will be worth their effort?

THE PERSONALITY

The **brand personality** is human personality characteristics attributed to an organization's brand. This personality will be the one who offers the brand promise, therefore combining a relatable personality with a compelling promise for the target audience. For example, would you rather be friends with a blank slate that gives you solutions to your problems or someone who, in addition to offering solutions, is also fun to be around and shares similar interests as you? **A tailored personality = easily obtained engagement.**

Below are some examples of brands you will recognize and their personalities. This will help you figure out what kind of personalities are possible and also what personality the FUSE target audience will connect with.

Starbucks: The dependable, warm friend.

Apple: The charismatic, nerdy acquaintance.

Red Cross: The altruistic maternal figure.

As you can see, not only does a personality have characteristics (dependable, charismatic), but it also has a relationship to the consumer. Starbucks brands itself to care closely about the consumer by writing the customer's name on the cup. The product is also a constant in the consumer's life. Therefore, not only the personality dependable and warm, but we would see the brand as closely affecting the consumer's daily life, much like a friend. On the other hand, the Red Cross' "product" is blood and health care, bringing on a more nurturing, maternal relationship with those who volunteer with and are served by the organization. Therefore, with FUSE, consider how its structure (on- and offline), its services, and its closeness with the consumer (e.g. affects daily routine, prepares for the future) reflect a certain type of person, both in personality and in relationship.

THE FUSE BRAND

Based on FUSE's mission and goals, the FUSE brand wants to move in a cleaner, more professional direction. This brand is built around a supportive atmosphere of like-minded peers.

FUSE IS....

A national undergraduate editor network focusing on professional development and a diverse pool of experience and knowledge.



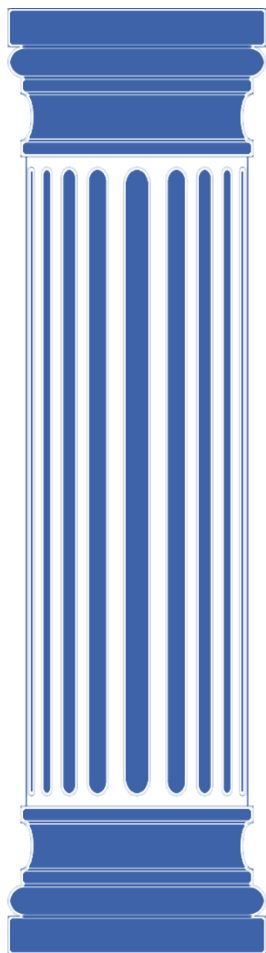
“Lighting the fuse for a richer editing community”

As you begin the FUSE's digital marketing process, through each step, consider how this brand will be implemented or furthered via a specific action or strategy. How will the marketing process solidify the position of being a network focusing on professional development and diversity? How will the actions be ones of a supportive, like-minded peer mentor personality? How will the promise of “lighting the fuse for a richer editing community” be upheld consistently? You may find that some strategies promote this brand more than others, and that is okay. This is all a normal part of the digital marketing process.

PILLARS

When engaging in branding and social media marketing, having pillars for an organization is crucial. **Pillars** are what an organization stands for, whether it be a broad idea like *gender equality* or a more niche idea like *improving the environment of Northwest Ohio*. By having pillars, an organization can focus its online activity and better present its consistent brand to an interested target audience. **All online activity (whether it be blog posts, social media activity, etc.) should be based on a pillar.**

Sometimes, pillars can come from an organization's mission statement, vision, or goals, but they can also be taken from the target audience's interests and expectations. So, as a Vice President of Membership/marketer for FUSE, you should ask yourself, "What does my target audience want out of an organization for undergraduate editors? What are their interests? What are their ambitions?" **Below are pillars designed around on the current FUSE brand/where it wants to go based on the 2018 FUSE Caucus.**



PROFESSIONAL DEVELOPMENT

This pillar focuses on facilitating dialogues about the undergraduate editing experiences, sharing information on skills development/post-grad opportunities, and staying connected with members after they graduate.

DIVERISTY AND REPRESENTATION

This pillar focuses on the diversity of FUSE members and the greater literary community. FUSE should facilitate dialogues about diversity in editing, showcase examples of positive undergraduate editing representation, and offer sources on how to foster diversity and representation into undergraduate publications.

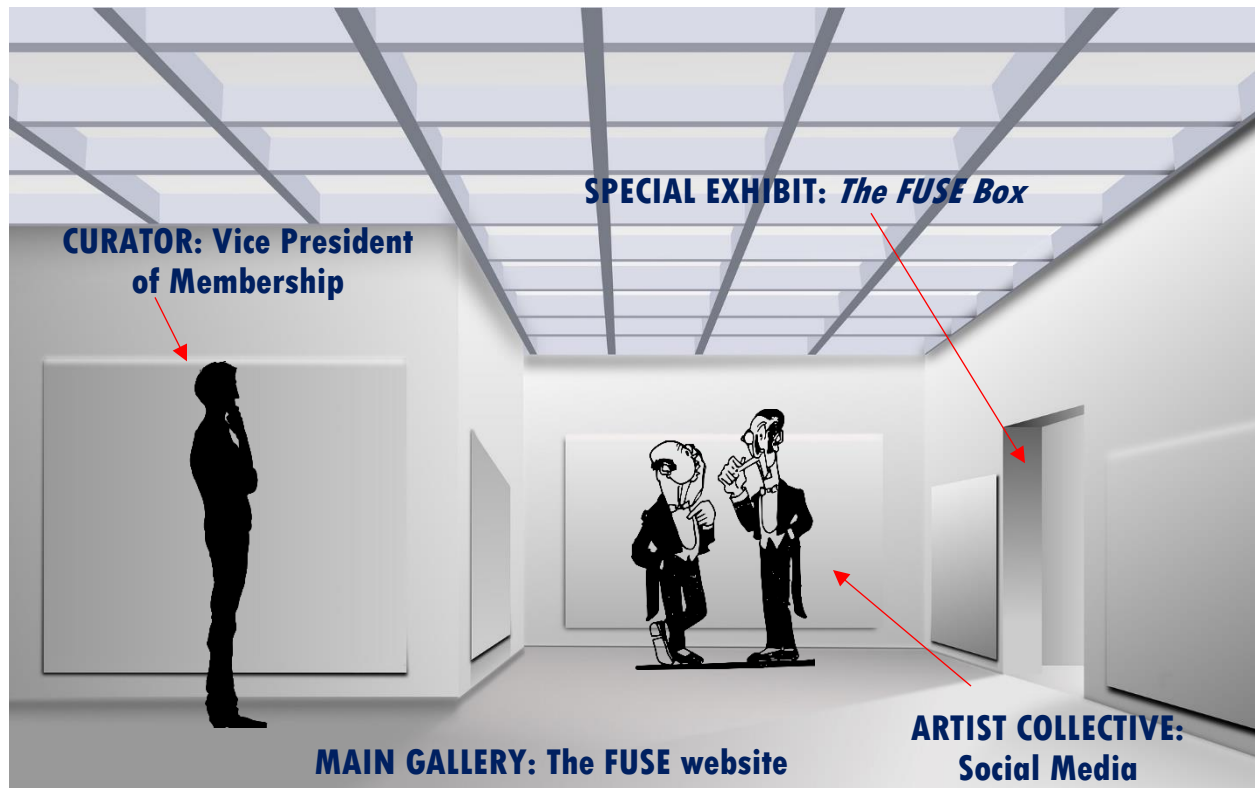
EDITORIAL COMMUNITY

This pillar echoes the sentiments of the first two pillars with a focus on a supportive community that highlights others' achievements and offers a welcoming space for discussion of and appreciation for the editing and publishing world.

III. So How Do You Do It?

THE ART MUSEUM ANALOGY

To better visualize how all components of FUSE’s digital marketing work together, imagine FUSE as “The Editorial Art Museum.” The main gallery is the FUSE website, the special exhibit is *The FUSE Box*, and social media is the museum’s artist collective. The Vice Presidents of Membership are the curators. While the reasons for this analogy will come later, it may be helpful to imagine this museum before moving forward.



WEBSITE

The website's purpose for this marketing plan is to act as a professional display of the work FUSE and its members contribute to the literary community. **It is like the organization's main art museum**, displaying the work and ideas of the editors as well as offering updates on major events within the artist community, much like a newsletter to museum members. Here is where you should focus on outlining the consistent information—like past events, “About Us,” and databases—in addition to consistently updating reviews, interviews, and the blogs.

DESIGN

- **Choose professional, san serif fonts** to use as headings and as body text to show an attention to brand, graphic design, and online readability.
- Include professional images (either FUSE photos or stock photos) on each page that enhance the significance of the page to the overall mission of the organization. **Consider a consistent placement of images to show intent.**
- **Link content and pages to FUSE's social media page** for cross-platform promotion. These links should be on the home page and at the end of each post.

REVIEWS

- **At the beginning of the Fall 2018 semester**, email all members and a handful of prospective members (email access permitting) to request submissions of recent issues for review, offering address where physical copies can be sent. Create a deadline for the end of the semester to account for Fall publications.
- **Form a group of 3-7 FUSE members** who are responsible to doing reviews. This can be either members from various institutions to increase chances of having copies/connections, or it can be members from all one university (such as Susquehanna) to account for physically submitted copies. **Create an outline or expected structures of reviews to make them feel professional and consistent.**
- Use Fall/Winter break to review submissions and begin drafting reviews. Use the editorial community to edit each other's work to achieve publishable content. **Submit all reviews to the web editor/coordinator by the beginning of Spring 2019** so that all reviews are completed and in one place.
- **Post reviews on the website's Review page at least twice a month**, though time may vary based on number of reviews received; the main focus is that the posting schedule remains consistent. **Promote posts on social media within 24 hours of the website update** to increase traffic. When promoting, make sure to tag journal and offer an excerpt of the review.

INTERVIEWS

- **At the beginning of Summer 2018**, email editors, faculty, and industry influencers who are connected to the Fall 2018 Conference's institution (Susquehanna). This will give the newly branded interview section a focused starting point that can later be branched out if successful.
- For each person who responds to the interview request, create a tailored list of questions to show that this interview has been thought out specifically for the interviewee. This is already done well on the existing interviews, which should be used for reference, but also **consider creating questions that relate to the upcoming FUSE Conference theme** to start building the editorial community before the Conference even happens. Additionally, request (but do not require) a picture of the interviewee to add a face to the name for readers.
- Throughout the summer, send out interview questions to those who respond to the initial request. Remember that the interviewees are busy people, **so anticipate a few weeks before you get a response**, and be willing to send a reminder email if you do not get a response after two weeks.
- As with the reviews, **submit interviews to the web editor/coordinator, with this deadline being September 2018**. This will give time to post reviews at least twice a month before the conference to build the community while giving the primary target audience ideas to ponder.
- **Promote posts on social media within 24 hours of the website update** to increase traffic. When promoting, tag the interviewee/publication, include their or a related image, an excerpt, and link.

BLOG

There is not current FUSE blog, so **first thing first is to create a blog page on the FUSE website by Fall 2018**. Wix has many blog page templates that the web editor can choose from, so far as that template resonates with the professional image of the organization.

- Blogs require consistent upkeep, so **designate one member to be the FUSE blogger**. This can be the web editor, a Vice President of Membership, or any member interested in digital marketing.

- **Update blog at least once a week on the same day each week.** All blog posts should include a SEO title (see Appendix B), images, and text written in 3 – 4 sentence paragraphs. **Like with social media posts, all blog posts should relate to FUSE’s pillars.** This can include current events within the FUSE community, updates in the greater editing community, personal editor experiences, tips and tricks for editors, etc. What the blogger posts is up to them, but it should be relevant to at least one of the target audiences and promote professional development, diversity and representation, and/or the editorial community. See “Appendix A: Resources” for possible sources for finding blog ideas and content.
- **Promote each blog post on social media within 24 hours of the blog update.** When promoting, include an image, description of the blog post, and link.

Below are some campaign ideas to consider to further push the pillars and a consistent feel to the blog.

Takeover

To embrace the editorial community FUSE builds, FUSE may consider offering a “Blog Takeover” where institutional members can submit editorials or updates on their organization to be posted in lieu of the normal blogger’s work. This can occur the first Friday of every month or more frequently based on the interest. See this as being guest contributors or curators to the FUSE gallery. Not only will this fulfill the editorial community pillar, but it will also give a voice to diverse perspectives and offer a member-exclusive opportunity.

- **At the being of Fall 2018,** email institutional members about the Takeover opportunity. Within this email, include a sign-up sheet (Doodle, Google Sheet, etc.) for specific dates for people to submit their posts by. Consider having these posts start in mid-Fall (September or October) and go until the end of the academic year in Spring 2019.
- A week before the post date, email the respective institutional member to remind them about the post. **Ask them to submit a Word document with images that may be transferred into the Wix blog manager.**
- Post Blog Takeovers on the decided upon consistent schedule. Have each title begin “Blog Takeover: [Name of Institution]” with an SEO subtitle of the blog’s subject.
- **Promote each blog post on social media within 24 hours of the blog update.** When promoting, include an image, description of the blog post, and link. Tag the institution who wrote the takeover.

Alumni Success Stories

Part of creating a professional brand and an editorial community is to keep in touch with members after they move on from their undergraduate career. By highlighting accomplishments of past FUSE members, current and prospective FUSE members can see what is possible in their field and understand how a FUSE membership can help fuel those accomplishments. These blog posts should be a profile of the alumnus, including what they are doing now and what they learned as a FUSE member.

- **At the beginning of Summer 2018, email institutional members about the Alumni Success Stories campaign** and ask for them to send the contact information of past and recent graduates who they know have gone on to grad school or the editing industry. **Additionally, post about this campaign on the blog and on social media** to grab the attention of alumni through these platforms. Ask that they send updates to the blogger's direct email or to message via Facebook.
- **Once contacted by an alumnus, send a list of questions that focus on their accomplishments and their time in FUSE.** Request (but do not require) a picture of the alumnus to add a face to the name for readers. These responses should be written up in a journalistic style rather than the question/answer interview format to mimic a profile-style post.
- Post Alumni Success Stories on the decided upon consistent schedule. Have each title begin "Alumni Success Story: [Name of Alumnus]" with an SEO subtitle of the blog's subject.
- **Promote each blog post on social media within 24 hours of the blog update.** When promoting, include an image, description of the blog post, and a link. Tag the member who was profiled.

THE FUSE BOX

While the website is FUSE's main gallery, *The FUSE Box* is the special exhibit. *The FUSE Box* should represent the theme of each annual FUSE Conference (for 2018, this will be "Resilience") while still representing the FUSE brand. With all the care that this exhibit is given, it is only fair that it gets special promotion before the opening and is continuously promoted in the month or so following.

Think of your favorite literary journal. How does it manage to keep its overall feel and brand while still having each issue be distinct in terms theme, content, and design? What is changed so that each issue holds its own? What is kept consistent so that the journal's brand is still noticeable? These are questions to consider when using *The FUSE Box* to introduce the target audience to the new brand as well as showcase what FUSE can offer.

Since the annual edition of *The FUSE Box* will take a decent amount of effort, **consider electing a member at the FUSE Conference to curate that year's issue.** The FUSE Director will have access to the Wix page, and all questions can be directed to *The FUSE Box*'s creator, Ally Butler, at kazooguru@gmail.com (she made this email in eighth grade, okay?).

DESIGN

- **Update the homepage to reflect the most recent FUSE Conference.** This should include changing the images and text on the page as well as reworking the color scheme and font. Wix gives the ability to change the colors and text of all pages in one fell swoop. However, note that, aside from the homepage, **all other past pages should remain intact, as they were built to reflect that particular conference.**
- **Reference the FUSE website for text and layout inspiration.** While this is a supplemental online publication to the main FUSE website, it should in some way reflect the new FUSE brand, whether through color scheme, font, layout, or tone.

CONTENT

The current content for *The FUSE Box* consists of photos from the Conference (homepage), creative works, participant reflections, profiles of the guest speaker(s), a list of presentations, an overview of the Conference, and a letter from the editor. These components blend a traditional magazine with conference proceedings with marketing fodder. For each issue, try to continue these components for continuity and to meet the purpose of enticing prospective members.

Managing Submissions

- Leading up to the FUSE Conference, **include in the information emails that participants will be engaging in peer editing/free writing time**, so they should bring work along with them.
- **During the FUSE Conference, introduce *The FUSE Box*** and discuss how members can choose to have their work published as representation of the organization.
- Towards the end of the conference, engage in peer editing, and once members are satisfied with the work, **they may submit pieces to the *FUSE Box* editor while they are all at the Conference**. Additionally, ask for paragraph reflections that discuss what they learned about the Conference's topic and how that helped them as editors.
- **The editor may choose to send out a Call for Submissions email** after the Conference, but they should know that this will not be as useful as getting submissions during the Conference itself.
- When posting submissions, make sure to **include the title, the author, and an author bio with the author's institution and publication**. Ask the author to supply this information along with any other information they would like to include.

MARKETING

- **In the Fall semester leading up to the FUSE Conference**, share creative works and reflections from the past issue on social media, along with posts that promote the upcoming Conference's theme (see Appendix D). Include links to where current members can sign up for the conference as well as links to the pieces themselves. These can be integrated to the social media schedule (see Appendix C).
- **After the FUSE Conference**, share creative works and reflections from that year's conference on social media. Include an image, excerpt, and link to the piece on *The FUSE Box*. Along with these links, consider using the posts to spark further discussion of that Conference's theme to build an editing community.
- While a few months before or after the conference is when *The FUSE Box* will be promoted, it should be touched upon throughout the year to connect with prospective members and to show what FUSE has to offer.

SOCIAL MEDIA

To finish off the analogy strong, **FUSE's social media is the artist collective**, where the creators flock to discuss ideas or concerns about their community. While all members of the community should be able to express their thoughts and ideas, a few members should be the ones encouraging discussion and consistently offering ideas and insights to keep the community engaged. Finally, good community leaders (which some may call "Vice Presidents of Membership") should support the other members, highlight their achievements, and encourage a dialogue around these accomplishments. Editors supporting editors.

While FUSE would like to expand its social media to other platforms, **it's advised that, for this marketing plan's timeline, FUSE focuses on rebranding and reworking their Facebook page to see what is successful for their brand before moving on to Instagram.** Twitter is another possible platform for FUSE, but an organization Twitter requires at least six tweets and interactions a day MINIMUM, so it will not be a very realistic option for an organization ran by students who are already busy with schoolwork, jobs, their own publications, etc.

FOLLOWING/GETTING FOLLOWERS

- **At the beginning of Fall 2018**, use FUSE's database of undergraduate publications to search for member and non-member publication/institutions on Facebook. Make sure FUSE Likes and Follows all current FUSE member publications. **Like and Follow ten non-member institutions per month** to make FUSE visible to the primary target audience.
- As part of the social media posting schedule, **once a week, share a post from a prospective member publication/institution** with a personalized comment about the post.

POSTS

Important note: All Facebook posts should contain something beyond just text. Users often scroll past text-only posts, but images will catch their eye, and posts with links will promote further engagement.

Posting Schedule

- **Before beginning to market on Facebook, by Fall 2018, make sure to create a schedule for posting content.** This schedule should go from Monday – Friday and lay out what types of content will be posted each day, focusing on the pillars and any upcoming events (FUSE Conference, AWP, etc.). See “Appendix C” for an example posting schedule that can be used this first year.
- **Post at the same time each day.** Along with consistent content, consistent posting times help make an organization feel professional and dedicated. For the primary target audience, a good posting time is early afternoon, around 2-3 pm EST. While the primary target audience exists in all the United States time zones, by posting in the early afternoon EST, it will ensure all members will at least be awake when the content is posted.
- **Make posts ahead of time.** Rather than working to create a post each day, it may work better to create the post content in a Word document over the weekend so that come the weekday, it will only take a minute or two each day to post on Facebook. Additionally, it may be helpful to have a Google Doc for this purpose so multiple members can contribute to the post development if need be.

Posting Tips

- **Vary between links to the website and links to other websites.** To build an editorial community with diverse representation, it is important that FUSE posts content from both their own website as well as other editing-focused websites. See “Appendix A” for many sources FUSE can draw from for posting content.
- **Make posts pretty.** As discussed above, Facebook posts need to have a visual element to catch users’ attention. Therefore, before posting, make sure that there is a visual component, whether it be a Canva text post or a stock photo that relates to the content. The current Vice Presidents of Membership have a Canva account that can be used for creating many possible text posts to be used for weeks at a time. See “Appendix D” for examples of potential Canva posts.

Engagement

- Whenever someone comments on a FUSE Facebook post, **within 24 hours, like and reply to the comment** to show that the commenter is valuable.
- **Make sure each post is a call-to-action.** If a post contains a link, encourage users to follow the link to learn more. If a post contains an idea or tip, encourage an open discussion with a “What do you think?” style closer. By giving your audience a call-to-action, your audience will be more likely to engage with you and your content, becoming more familiar with the FUSE organization.

PRIVATE FACEBOOK GROUP

A new member-exclusive component is the private Facebook group for FUSE members. This can be used to actually fulfil the “forum” aspect of the organization and encourage consistent two-way communication to share ideas.

Gaining Members

- **At the beginning of Summer 2018, use the list of past FUSE Conference participants and presenters** to find the members on Facebook and invite them to the private group.
- **Email current FUSE member institutions to introduce the private Facebook group.** Ask that the editors from these institutions like the Facebook page in order to be added to the group.
- **Once Facebook group has been established with members,** advertise private group on Facebook and in the upcoming conference’s informational emails to attract current members who may not have been added previously.
- **Add the private Facebook group as an incentive on the “Become a Member” page** and ask new members to submit their editor’s Facebook accounts so they can join the private Facebook group.
- Periodically review Facebook likes to see if any current members have liked the page and therefore need to be invited into the private group.

Managing Private Group

- In the “About Group” tab, **include a description that discusses the purpose of the group.** Include that while the Vice Presidents of Membership will periodically pose questions to the group, the main purpose is to use the group as a forum for members to post calls for submissions, exciting opportunities, and editing-specific questions.
- **At least once a weekday,** view the group to see if anyone has posted. If someone has, respond to the post to the best of your abilities and pose a sub-question to keep the conversation going.
- **At least once a week,** pose a question to the group that relates to one of the organization’s pillars. These questions should lead to a fruitful discussion that will be useful for the group members.
- **When applicable,** post updates about submission periods or editing community events that are relevant to current FUSE members.
- If a discussion leads to a valuable insight, **use that insight in a main page post.** This can be used to advertise a perk of membership as well as contribute to the wider editorial community.

FINAL NOTE

Hopefully, all the information in this marketing plan will help build FUSE into its desired brand with desired goals met. Note that “hopefully” is said here with a grain of salt. By now, you probably get the feeling that marketing is trial and error. If so, congratulations! You are on your way to being an excellent marketer.

Additionally, these suggestions are not set in stone. Please consider everything in this plan and how it relates to what you think FUSE should be. Maybe some components won't need that much attention. Maybe you have an idea that hasn't been considered. As the Vice President of Membership, you are the final say on how FUSE creates a community where members flock and thrive. Ideally, everything in this plan will work perfectly and yield perfect results, but that's not how anything works, right?

When going through the Tracking and Refining stages of the digital marketing process, the most important thing is to be honest with yourself. Accept when things didn't work out as well as you had hoped. Celebrate when there was an accomplishment, even if that accomplishment was not quite what you were aiming for. Then, when refining the plan for the next time around, be honest in where you want FUSE to go. Is this brand image and its goals what the organization needs? Or should you perhaps go a slightly different route?

Whatever happens as a result of this marketing plan, the main people to consider are the members, both those benefiting and those creating the benefits. A happy network is a successful network. To beat the dead art museum analogy one more time, it's the art and the artists who make the world a better place. Make sure they have the room and support to thrive.



IV. So What More Could You Need?

The Appendices

Appendix A: POST RESOURCES

POST VISUALS

Canva: Website that allows you to create free visual text posts for all social media platforms. An account is free, and you can have multiple people working on the same team.

Pixabay: Aggregator that contains free stock photos and videos. Does not require an account, though a free account can make the process more efficient. Most of the images in this marketing plan came from Pixabay.

Unsplash: Aggregator that contains free stock photos. Does not require an account, though a free account can make the process more efficient.

Pexels: Aggregator that contains free stock photos. Images are taken from sites like Pixabay and Unsplash.

POST CONTENT

Book Jobs: Career site that posts jobs within the book industry from around the world.

Conscious Style Guide: Website dedicated to inclusive language, with articles geared towards editors.

Copyediting: Professional blog dedicated to tips and experiences within the editing industries. Holds webinars and lists job postings.

New Pages: Professional blog focused on literary magazine reviews and literary community news.

Poets and Writers: Organization known for its publication database that also contains news articles on writing/publishing, writing prompts, advice columns, and much more.

The Subversive Copy Editor: Personal blog posts and podcasts on the life of an editor.

Writer's Digest: Website dedicated to creative writers with a blog on the publishing side of the industry.

Appendix B: SEO TITLES

As noted in the “Digital Marketing Process” section, search engine optimization (SEO) will help your website and posts appear in Google searches. The following link gives a plethora of information on how to use Wix to create strong title tags that will boost your posts’ visibility. Please review this before blogging on the FUSE website or updating *The FUSE Box*, as it will walk you through the process better than this marketing plan ever could.

[How to Write a Strong SEO Title Tag that Google Will Love](https://www.wix.com/blog/2017/09/how-to-write-seo-title-tag/)⁷



⁷ Eschenheimer, Ruth. “How to Write a Strong SEO Title Tag that Google Will Love.” *WixBlog*, Wix, 26 Sept 2017, <https://www.wix.com/blog/2017/09/how-to-write-seo-title-tag/>

Appendix C: EXAMPLE POSTING SCHEDULE

Posting Time: 2:00 pm EST

Day	Topic	Example
Monday	Editorial Community	Share a link to an article about the greater editing community with a related image and a comment that connects this article with the undergraduate-specific community
Tuesday	Shared Post	Share post from a current or prospective member publication with a comment about that publication's success or opportunity
Wednesday	Professional Development	Share a link to a post-grad or internship opportunity with a brief blurb about what that opportunity entails
Thursday	Diversity and Representation	Offer a tip and corresponding image on how to support marginalized voices in the undergraduate editing community
Friday	Blog Post	Share blog post with excerpt, link, and image that relates to the post's topic

Appendix D: CANVA POSTS



From 2017 issue of *The FUSE Box*



For upcoming 2018 FUSE Conference